



A Work Project, presented as part of the requirements for the Award of a Master's degree in
Economics / Finance / Management from the Nova School of Business and Economics

Consulting Lab for Galp Energia: Disrupting the Portuguese Electricity Market with a New Integrated Offer

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A Consulting lab carried out under the supervision of: Professor Constança Monteiro Casquinh

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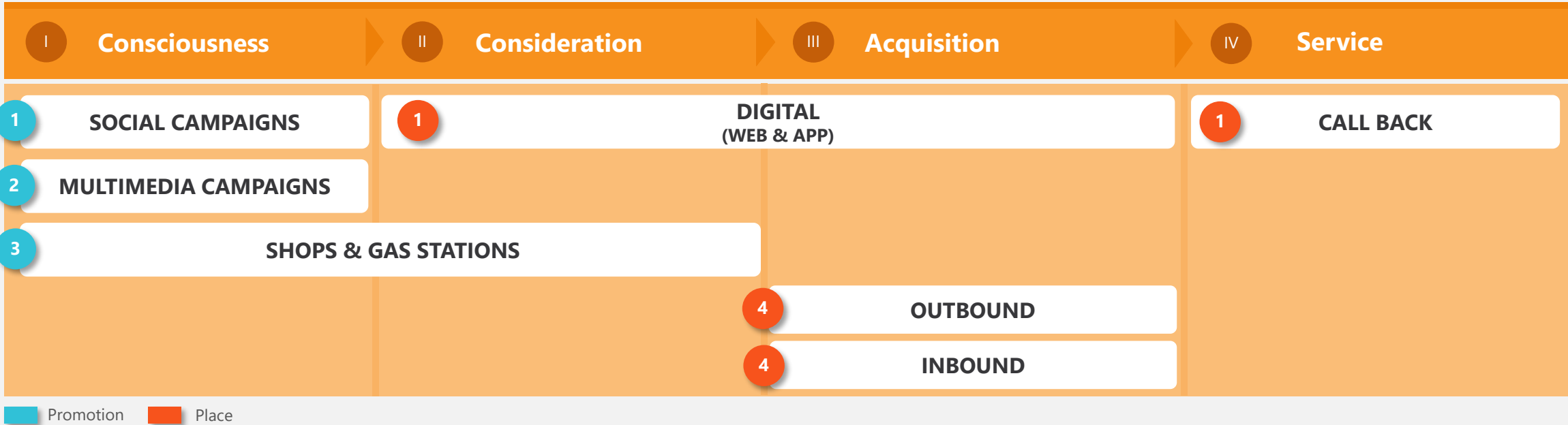


Implementation Plan: Galp Energy & Galp Fuel



Galp Energy relies mostly on the digital channel due to the technological drive inherent to the chosen customer target

The new integrated offer will be promoted using Galp's main resources. Therefore, as it is important to increase Galp’s brand notoriety as an electricity provider, it is necessary to invest in multimedia campaigns, using the vast network of stores and gas stations and betting on strong social campaigns, due to the offer’s digital component.



Customer acquisition will be carried out exclusively in digital (web & app) and telephone channels (outbound and inbound), due to the technological drive the target customer and digital dimension of the value proposition.

The following 3 key selling arguments must be present in the communication campaigns to better capture new clients

SELLING ARGUMENTS

Money Saving Opportunity | By joining Galp Energy the customer has access to a competitive price per kWh, with savings of up to 11% in electricity. In fuel dimension, the client enjoys a strong promotional dynamics with a 10cent/L discount on basic fuel and 12cent./L in Evologic.

Digital | The strong digital component of the Galp Energy offer allows the simplification of processes, convenience, comfort and efficient communication with the energy provider.

Galp Energy Ecosystem | By joining Galp Energy the customer benefits from the integration all 3 energies and services, simplifying their day-to-day life.

In order to capture new customers a product launch campaign for early birds and new member campaigns should be launched with unique benefits

Product Launch Campaigns & New Customer Benefits

The first customers to join Galp Energy will benefit from a 10€/month discount for 6 months for the product launch campaign. In addition, the new member campaigns offers one electricity and/or gas bill in Continente or Galp Fuel purchases, or 6 months of free Home or Family Assistance, encouraging customers to join complementary services

Product Launch Campaigns



New customer benefits



1 Electricity and/or Gas bill in Continente purchases



1 Electricity and/or Gas bill in Fuel purchases



Free Home Assistance Service for 6 months







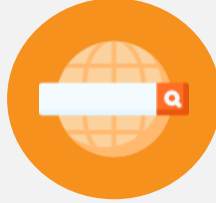

Free Family Assistance service for 6 months

The consolidation of the digital channel will be enhanced by social campaigns and simulator, and supported through customer support platforms

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DIGITAL (WEB & APP)

The consolidation of the digital channel will improve the omnichannel customer experience. In particular, the consideration process will be clearer and more transparent assisting the consumers choose their plan. The customer service will provide the customer with the necessary support.

Consciousness	Consideration	Acquisition	Service		
					
<div>I.</div> <div>SOCIAL CAMPAIGNS</div> <div>Studied in detail</div>	<div>II.</div> <div>EXPLANATORY VIDEOS</div>	<div>III.</div> <div>SIMULATOR</div> <div>Studied in detail</div>	<div>IV.</div> <div>3 MINUTES FORM</div>	<div>V.</div> <div>COSTUMER ACCOUNT WEBSITE</div> <div>Studied in detail</div>	<div>VI.</div> <div>COSTUMER ACCOUNT APP</div> <div>Studied in detail</div>
<p>Social campaigns on social networks (Facebook and Instagram) and Google increase the notoriety of Galp's brand especially in the young generations (Generation Z and Millennials) and can capture new customers</p>	<p>To increase energy literacy, educational videos should be created and made available on Galp's website based on the pillars of transparency & partnership.</p>	<p>The simulator identifies the most appropriate solution for each energy consumption profile, facilitating the process of choosing the most suitable subscription plan for each consumer.</p>	<p>The 3-minute form developed by Galp, allows for the registration of new memberships by reading invoice and automatic filling. If the customer is not comfortable with the procedure, they can be redirected to the INBOUND CHANNEL.</p>	<p>The customer will have access client accounts either on the Website or App with the same features:</p> <ul style="list-style-type: none"> • Access & Payment of Gas, Electricity and Fuel Invoices • Access to consumption levels in kWh for Gas & Power • Access to fuel consumption levels • Updating data and references • Change of energy plan and purchase of new products • Access to promotional campaigns 	

The main objective of the "Eu sei" campaign is to strengthen Galp's position in the electricity market by positioning the company as a life enabler

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SOCIAL CAMPAIGNS

RECOMMENDATION #1: Instagram, Facebook & Website | Target | Z & Millennial Generation¹

"Eu sei" Campaign



The "Eu sei" campaign was especially designed for the Z & Millennial Generation's, with the aim to help all consumers understand the key relevant concepts in the energy world.

Social Campaign

Explanatory Videos



With the launch of the campaign "Eu sei" the goal will be to create buzz on social networks. Therefore, an ad campaign will be launched on social networks (with focus on Instagram and Facebook). The main content of the campaign will have teaser videos and images posted on Galp's Website.

The main objective of the educational videos is to explain concepts of the energy market, for example, "how to read an electricity and gas bill" or "how to define the price of natural gas and electricity" and share energy saving tips. **The videos can be developed with well-known humorists of the Young audience** – Guilherme Geirinhas with the rubric "Coisas Chatas com Humor" on Youtube or Bumba na Fofinha with videos on Youtube, making the videos more appealing and fun. **The contents will be available on Galp's website for future consultation.**

Note: According to PORDATA, it represents 33% of the Portuguese Population

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Galp must promote its new energy offer in digital platforms through influencers, streaming platforms and member get member campaigns



1SOCIAL CAMPAIGNS
RECOMMENDATION #3: Streaming Platforms & Social Networks Target New customers interested in Subscription Models.
Objective Promote the new Galp Energy value proposition & customer acquisition for the new integrated offering
Action/Message
<div data-bbox="173 635 476 861"><p>Streaming platforms</p></div> <p>The advertising campaign of the new value proposition should be present in streaming platforms, Spotify and Youtube, since their customers are potential targets. This campaign should promote the Galp Energy value proposition highlighting the simplicity and convenience inherent in the value proposition, as well as the savings and additional benefits associated.</p>
<div data-bbox="173 878 476 1089"><p>Influencers</p></div> <p>In line with the current strategy of competitors, Galp must bet on an influencing campaign in order to promote the new value proposition. Considering Galp Energy strong digital component, Galp can establish partnerships with Portuguese Youtubers from the tech area such as Nuno Agonia and Bernardo Almeida.</p>
<div data-bbox="173 1092 476 1310"><p>Member get member</p></div> <p>The influence of friends and family can be crucial to acquire new clients, which has been a strategy used by other players. In this sense a member get member campaign, in which a Galp Energy customer that attracts a new one will receive extra benefits may be interesting to explore.</p>

Taking advantage of the Galp’s current presence in sports and musical events, the company should seek to increase digital interaction and promoting the new offer

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SOCIAL CAMPAIGNS

RECOMMENDATION #4: Social Media (Instagram) | Target | New customers

	Objective	Action/Message
<div> <div>Sports Events & Music Festivals</div> <div>   </div> </div>	<ul style="list-style-type: none"> • Increase Galp brand notoriety as an electricity provider • Promote the new Galp Energy value proposition 	<p>In line with Galp’s and its competitor’s current strategy, there should be a strong focus on cultural and sports events. In the case of music festivals, it is important to highlight that communication should focus on Galp Energia. In galp stands, the public gets to know the Galp offer. Visitors can access to a Photo Booth in which they take photos with their friends to remember and share on social networks for a change to will 3 months of free energy services.</p>

RECOMMENDATION #5: Google, Facebook, Instagram & Linked-In | Target | New customers

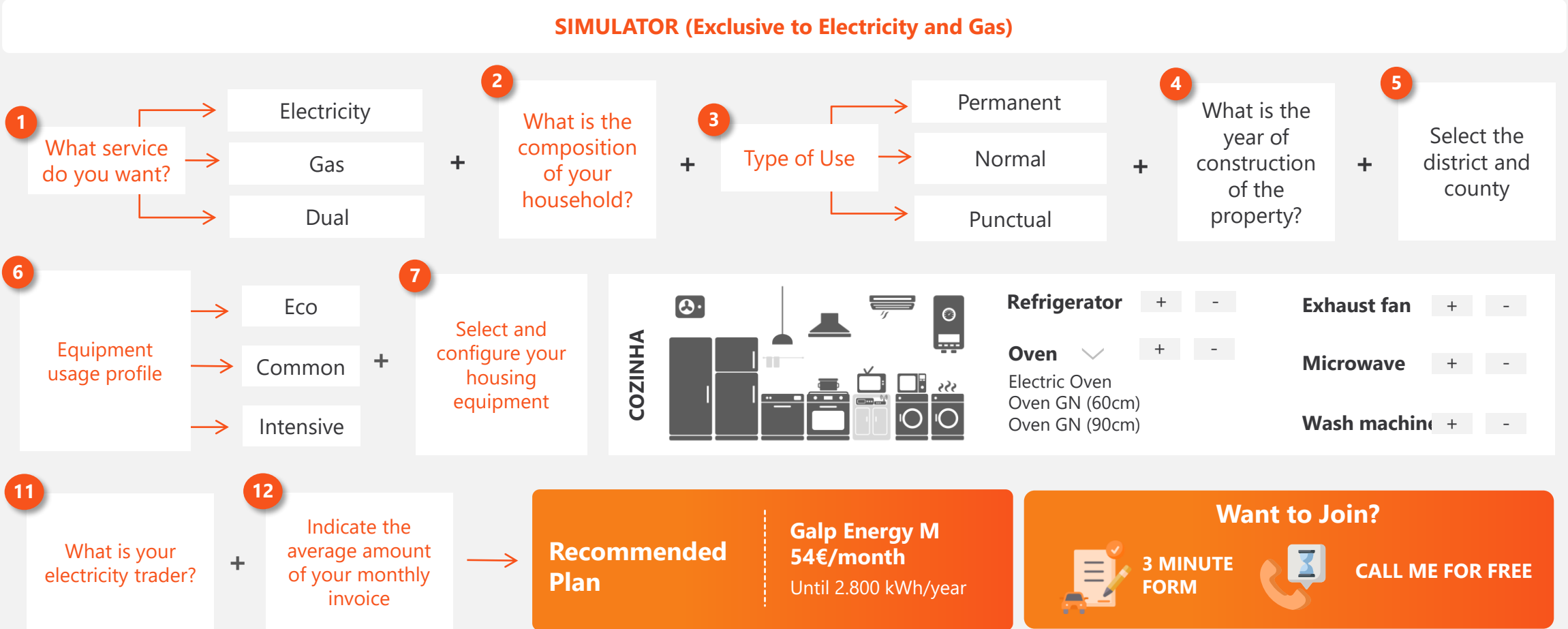
	Objective	Action/Message
<div> <div>Online campaigns</div> <div>  </div> </div>	<ul style="list-style-type: none"> • Conquer new customers for Galp Energy • Increase Galp brand notoriety as an electricity provider 	<p>In line with the current strategy of its competitors, Galp should bet on a more aggressive digital campaign strategy, showing target audiences the new galp energy & galp fuel value proposition.</p>

The multimedia and Galp fuel stations campaigns will be important to increase the notoriety of Galp as an electricity provider and in promoting the Galp Energy offer

2 MULTIMEDIA CAMPAIGNS		
	Objective	Action/Message
Television	<ul style="list-style-type: none"> Increase Galp brand notoriety as an electricity provider 	Simultaneously with social campaigns, Galp should complement its campaigns with traditional media, in order to increase the brand's notoriety in the electricity sector, which will influence Galp Energy's customer.
Out of Home		The same campaign should be launched in "Out of Home" using billboards and Mupis in key locations of the city (e.g.: areas with large flow of people and waiting places).

3 SHOPS & GAS STATIONS		
Target Current Galp Fuel & Natural Gas Customers		
	Objective	Action/Message
Stores & Fuel Stations	<ul style="list-style-type: none"> Conquer new customers for Galp Energy Increase Galp brand notoriety as an electricity provider 	Galp's vast network of stores and gas stations are a valuable resource that must be leveraged in Galp's Energy campaign. Thus, posters and flyers should be used in the communication of Galp services. In gas stations, advertisements should be posted with the saying "Would you like to stop waiting in lines to pay? Join Galp Energy on the Galp Website" to compel people to joint Galp Energy.

The simulator identifies the most appropriate Electricity and Gas plan for each customer's consumption, facilitating the process of choosing the subscription plan



Example

Through Galp's Client Area, available on the Web and App, the customer can control their electricity consumption and interact with the provider

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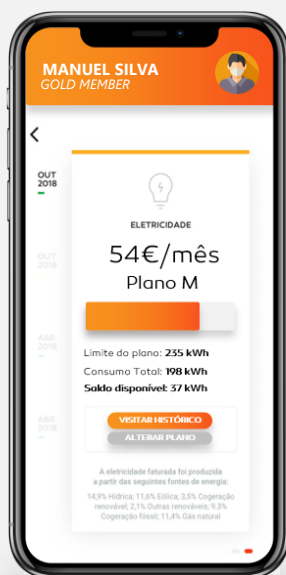
DIGITAL | CUSTOMER ACCOUNT (WEB & APP) | GAS & POWER

The Client Area, available on the Web and App, will allow customers to manage their Electricity, Gas and Fuel subscriptions and Complementary Services. The Web and App will be intuitive communication platforms between the client and Galp. In the electricity & natural gas area the customer will be able to analyze their consumption patterns, check their balance, in kWh, pay the invoice and upgrade their plan if necessary.

Gas & Power - Examples:

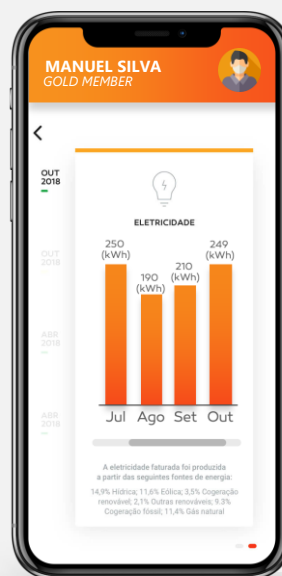


Wallet



In the client account the client can check their plafond – the difference between total spent and the monthly tariff limit, allowing for better consumption management.

Purchase History



The customer can also check their monthly consumption history to assess their consumption patterns.

Plan Upgrade



When total consumption reaches 80% of the monthly limit, the customer receives a warning and can upgrade their tariff through the client account.

In the Client Area the customer can check their Wallet, fuel consumption history and adjust the monthly fee to pay

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DIGITAL | CUSTOMER ACCOUNT (WEB & APP) | FUEL

The Client Area, available both on the web and the App, will allow customers to manage their Electricity, Gas and Fuel subscriptions and Complementary Services.

The Web and App will work as intuitive communication platform between the client and Galp. In the Fuel Area the customer can analyze their expenses, check their wallet (in euros), pay invoices and increase or decrease the monthly fee if necessary.

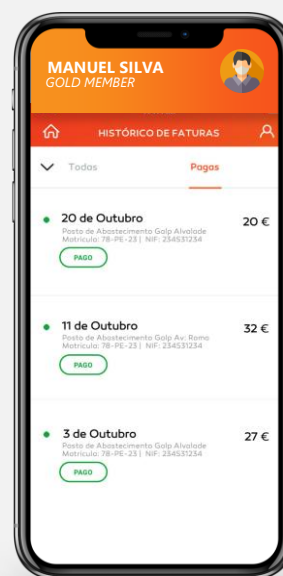
Fuel - Examples:

Wallet



In the client account it is possible to see the money balance in the client Wallet and money savings.

Purchase History



The customer can also check their consumption history and filling details (date, amount filled, and chosen station).

Plan Upgrade



At any time, the customer can increase or decrease the monthly fee associated with their subscription, adjusting it according to their needs.

In the Client Area the customer can associate a vehicle profile (with brand and license plate) to each filling, allowing for better expenses management

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DIGITAL | CUSTOMER ACCOUNT (WEB & APP) | FUEL

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Fuel - Examples:

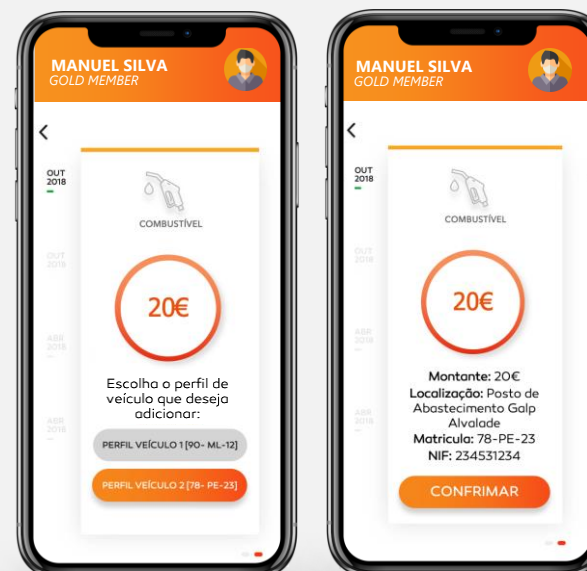


Notification



In each filling, the client will receive a push notification, which informs the client of the amount filled. When clicking on the notification an app area would allow to enter the purchase details.

Vehicle profile



The client can create a list of vehicle profiles and save it on the App. The profile will have information about the car brand and license plate. In each fuel refill, link a car to the operation to keep track of expenses.

Considering the strong technological component of the value proposition and client web involvement, the main channel of communication with the provider will be digital

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CUSTOMER SUPPORT | DIGITAL (APP & WEB)

Chatbox 24h

The client has access to a 24 hours chatbox to clarify doubts



Call Back

The customer can enter their mobile phone number on the website or app and receive a free support call from a Galp technician, to avoid waiting times



Location of the nearest Fuel Station



Educational Content

In their personal account, the customer has access to educational videos that help with energy related tasks such as "how to read an invoice"



Taking into account the technological involvement of the client and the formulation of the value proposition, the main channel of communication with the supplier will be digital.

In a disruptive and integrated approach, the customer can contact Galp through Chatbox or, if they wish contact the operator directly asking them to call for free, ensuring comfort and convenience.